

LEO BURNETT U.S.A.

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(A)

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The tunnel
at the
end of our Light.

There's a tunnel at the end
of each Parliament Lights
cigarette.

Our famous recessed filter.
It keeps your lips from
touching the tar that builds up
on the tip.

Flush filters can't do that.
Now you know why our
cigarette is so enjoyable.
It has such a great ending.

Available in
Soft Pack, Box and 80's.



Only Parliament Lights has
the famous recessed filter.

Soft Pack: 8 mg "tar," 0.7 mg nicotine—Box: 10 mg
"tar," 0.7 mg nicotine—80's: 10 mg "tar,"
0.8 mg nicotine av. per cigarette, FTC Report Dec 79.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

